



# The Woodlands Township

The Woodlands, TX

## Request for Proposals Naming Rights/Title Sponsor Muddy Trails Bash

The Woodlands Township is requesting proposals from entities for NAMING RIGHTS (Title Sponsor) that includes exclusivity within the product/service category for the Muddy Trails Bash. Currently, the Muddy Trails Bash consists of a 5K and 10K race, a 2K-9 Fun Run (Dog Event), a 1 Mile Little Muddy Fun Run and Muddy Bowl, a crawfish cook off event. The Woodlands Township seeks to enter into a Naming Rights/Title Sponsorship Agreement for a period not to exceed three (3) years (2014, 2015 and 2016). The Woodlands Township encourages firms to develop proposals based on the following criteria:

- a. **Monetary Sponsorship** – The proposal shall contain a minimum cash sponsorship of \$10,000 for the Naming Rights of the Muddy Trails Bash where Presenting sponsor level is available. Naming rights for the Muddy Trails Bash includes exclusivity within the product category.
- b. **Value In Kind** – The proposal may contain additional services that the entity can provide to The Woodlands Township to enhance the race experience. Past sponsors have provided to the Township: shirts, medical services, traffic control devices, safety coordination, engineering support, advertising, volunteers, marketing support, promotional products, etc., at no cost to The Township. These value adding products or services are above and beyond the minimum cash sponsorship and aids The Township in reducing the cost to produce the event.

The goal of this program is for The Woodlands Township to review proposals which maximize the value of sponsorships dollars for both The Woodlands Township and the selected business. The policy of The Woodlands Township in regards to naming rights sponsorship is as follows:

- Request for Proposals for Naming Rights will be publicly solicited for those programs and events that warrant Naming Rights or title sponsors;
- Naming Rights may include exclusivity within the product category;
- Evaluation, qualification and award of proposals will be made in the best interest of The Woodlands Township as determined by The President / General Manager

The Woodlands Township will conduct a comprehensive, fair, and impartial evaluation of all proposals received, based on the following criteria:

Category	Description	Value
Monetary Requirement	Firm met minimum annual commitment. Additional value is awarded for commitment above the minimum commitment	35%
Value in Kind Budget Relief	Products or services provided by sponsor that directly benefit the event.	25%
Volunteer Support	Volunteers provided by the entity for the event	20%
Marketing/Event Promotion Strength and Effectiveness	Firms promotional benefits to reach future athletes/participants	15%
Value in Kind Intangibles	Product or services offered that may enhance the event but is of no direct benefit to the race	5%

Naming Rights are defined as the Company's name in front of the Muddy Trails Bash brand in addition to other sponsorship benefits. A Sponsorship Agreement for three (3) years (2014, 2015, 2016) is being proposed with a goal of maximizing the safety, experience and organization of the Race/Events, while reducing the overall financial commitment of The Woodlands Township.

**Proposals are due on January 24, 2014 at 1:00 pm.** The primary contact is Chris Nunes, Director of Parks and Recreation, who can be reached at 281-210-3906 or [cnunes@thewoodlandstownship-tx.gov](mailto:cnunes@thewoodlandstownship-tx.gov). We are looking forward to reviewing your proposal and working with your company in making The Woodlands a better place to live, work and play.

## EVENT

The seventh annual Muddy Trails Bash is a culmination of the Muddy Trails 5K, 10K, Little Muddy Kid's Fun Run, and 2K-9 Fun Run and Muddy Bowl, a crawfish boil cook-off. Produced by The Woodlands Township, the event will attract more than 3,500 attendees and will feature Zydeco Music at the post-race party from 4 - 8 p.m. The cook-off and post-race party will take place in Rob Fleming Park – The Lodge, where as the races wind through the trails of the George Mitchell Nature Preserve. This event has a **family friendly flare** to the post race party. Based on 2013 information, participants bring **3.2** spectators with them to the race.

## EXPECTED ATTENDANCE

1,775 participants, 100+ volunteers, 50+ event staff and 2,000 spectators.

## THE WOODLANDS DEMOGRAPHICS

**Population:** 105,283 (persons per household 2.65)

**Adults:** Median age is 36.4; total number of adults is 77,438.

**Children:** 27,845; households with children – 44.6 percent.

**Median Household Income:** Annual family income \$105,398

Sources - *Interfaith, US Census Bureau, ESRI and The Woodlands Development Company*

## PUBLICITY

Press releases sent to area newspapers, articles in *The Woodlands Community Magazine* published by The Woodlands Township. Additional publicity on the Muddy Trails Web page on The Woodlands Township Web site, and over 1,775 race packets distributed to participants and sponsors with event information.

## PARTICIPANT COMMENTS

- *"I really enjoy the trail, the location at the Park with music and the Crawfish festival and cook off. Very nice to have it all together. Makes it much more enjoyable for my family to attend and have a good time - not just waiting for me to come in from my run"*
- *"The run was organized fairly well. I loved the medals/shirts and the registration and packet pick up were easy."*
- *"I really enjoyed the Kids Fun Run- my daughter was able to participate this year and she had a blast. The family friendly environment is top-notch!"*

## BAYOU SPONSOR - \$250

- Company promotional items/information included in race packets. *(To be included in race packets items due 3/19/14)*

## TRAIL SPONSOR\* (6 Spots Available) - \$500

- Announcements of sponsorship during the event.
- Sponsor provided 10' x 10' booth space during event.

- Company promotional items/information included in participant race and cook-off packets. *(To be included in race packets items due 3/19/14)*
- One (1) sponsor provided (3' x 6') banner displayed at race site.
- Two (2) Sponsor Party passes and two (2) complimentary entries for any of the races.

#### **TRAINING PARTNER PACKAGE (3 Spots Available) - \$750**

- Designated as an “Official Training Partner of Muddy Trails Bash”
- Announcements of sponsorship during the event.
- Sponsor provided 10' x 10' booth space during event.
- Company promotional items/information included in participant race and cook-off packets. *(To be included in race packets items due 3/19/14)*
- Company logo placed in Ads and in participant eblast with link to sponsor website.
- Company name/logo displayed on official Muddy Trails Bash Web page.
- Training partner package allows month prior to race sponsor provided training tip sent in one (1) participant eblast (1,775 participants).
- Two (2) sponsor provided (3' x 6') banner displayed at race site.
- Three (3) Sponsor Party passes and three (3) complimentary entries for any of the races.

#### **MUDBUG SPONSOR\* (6 Spots Available) - \$1,000**

- Announcements of sponsorship during the event.
- Sponsor provided 10' x 10' booth space during event.
- Company promotional items/information included in participant race and cook-off packets. *(To be included in race packets items due 3/19/14)*
- Two (2) sponsor provided (3' x 6') banner displayed at race site.
- Designated as “Official Sponsor of”: *Doggie Recovery Zone, Hotel, Kids Zone, Volunteer, 2K-9 Fun Run or Stage*
- Company logo placed in Ads and in participant eblast with link to sponsor website.
- Four (4) Sponsor Party passes and four (4) complimentary entries for any of the races.

#### **OFFICIAL SPONSOR\* (5 Spots Available)- \$2,000**

- Announcements of sponsorship during the event.
- Sponsor provided 10' x 10' booth space during event.
- Company promotional items/information included in participant race and cook-off packets. *(To be included in race packets items due 3/19/14)*
- Three (3) sponsor provided (3' x 6') banner displayed at race site.
- Designated as “Official Sponsor of”: *Little Muddy Kid's Fun Run, Awards, Muddy Bowl Cook-Off, Media or Risk Management.*
- Company logo placed in Ads, poster and in participant eblast with link to sponsor website.
- Eight (8) Sponsor Party passes and eight (8) complimentary entries for any of the races.

#### **BASH SPONSOR\* (3 Spots Available) - \$4,000**

- Announcements of sponsorship during the event.
- Sponsor provided 10' x 10' booth space during event.
- Company promotional items/information included in participant race and cook-off packets. *(To be included in race packets items due 3/19/14)*
- Designated as “Official Sponsor of”: *Post Race Party*

- Three (3) sponsor provided (3' x 6') banner displayed at race site.
- Company logo placed in Ads and in participant oblast with link to sponsor website.
- Ten (10) Sponsor Party passes and ten (10) complimentary entries for any of the races.

**ZYDECO SPONSOR\* (2 Spots Available) 1 SOLD - \$6,000**

- Announcements of sponsorship during the event.
- Sponsor provided 10' x 10' booth space during event.
- Company promotional items/information included in participant race and cook-off packets. *(To be included in race packets items due 3/19/14)*
- Designated as "Official Sponsor of": *Medical or Run Sponsor*
- Four (4) sponsor provided (3' x 6') banner displayed at race site.
- Company logo placed in Ads and in participant oblast with link to sponsor website.
- Fifteen (15) Sponsor Party passes and fifteen (15) complimentary entries for any of the races.

**NAMING/PRESENTING SPONSOR\* (1 Spot Available) - \$10,000**

- Announcements of sponsorship during the event.
- Sponsor provided 10' x 10' booth space during event.
- Company promotional items/information included in participant race and cook-off packets. *(To be included in race packets items due 3/19/14)*
- Designated as "Your Business' Name Muddy Trails Bash"
- Six (6) (3' x 6') banner displayed at race site.
- Company logo placed in Ads and in participant eblast with link to sponsor website, upon execution of a sponsorship agreement.
- Company logo placed on 2014 Finisher shirt, 2015/2016 Finisher Medal and Shirt.
- Twenty-five (25) Sponsor Party passes and Twenty-five (25) complimentary entries for any of the races.

**\*NOTE:** *One company product or service per category.*